

**Factors Encouraging Entrepreneurship for Students of the  
Faculty of Teacher Training and Education, Lambung  
Mangkurat University**

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**Abstrak**

Pengangguran masih menjadi satu permasalahan hingga saat ini. Terbatasnya lapangan pekerjaan bagi pencari kerja menjadi satu faktor terjadinya pengangguran di masyarakat. Oleh karena itu, mengembangkan kemampuan berwirausaha merupakan hal yang dapat membantu perluasan lapangan pekerjaan bagi manusia. Keberadaan lembaga pendidikan merupakan satu media yang dapat dimanfaatkan untuk mengembangkan kreativitas generasi mendatang dalam berwirausaha. Tujuan penelitian adalah untuk mendeskripsikan faktor-faktor pendorong wirausaha mahasiswa FKIP ULM. Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian deskriptif. Pada penelitian ini menggunakan teknik wawancara, pengamatan dan dokumentasi dalam pengumpulan data. Reduksi data, penyajian data, dan menarik kesimpulan digunakan dalam analisis data. Sedangkan uji keabsahan data melalui perpanjangan pengamatan, *member check*, dan triangulasi. Hasil penelitian di deskripsikan bahwa terdapat faktor internal dan faktor eksternal yang menjadi pendorong mahasiswa fakultas keguruan dan ilmu pendidikan Universitas Lambung Mangkurat dalam berwirausaha. Faktor internal yakni berupa kemandirian, kebutuhan akan pendapatan, pengetahuan kewirausahaan serta berpikir kreatif dan inovatif. Sedangkan faktor eksternal yakni keluarga, peluang, dan sosial media. Oleh karena itu, berbagai faktor pendukung tersebut dapat dijadikan sebagai bentuk pola untuk mendukung wirausaha di lingkungan mahasiswa.

**Kata Kunci:** Wirausaha, Mahasiswa dan Faktor Pendorong

***Abstract***

Unemployment is still a problem today. Limited employment opportunities for job seekers are a factor in unemployment in the community. Therefore, developing entrepreneurial skills can help expand employment opportunities for humans. Educational institutions are a medium that can be used to develop the creativity of future generations in entrepreneurship. The purpose of the study was to describe the factors driving the entrepreneurship of FKIP ULM students. This study uses a qualitative approach with descriptive research methods. This study uses interview techniques, observation, and documentation in data collection. Data reduction, data presentation, and conclusion were used in data analysis. Meanwhile, the validity of the data was tested through extended observations, member checks, and triangulation. The study results describe that internal and external factors encourage students from the faculty of teaching and education at Lambung Mangkurat University in entrepreneurship. Internal factors include independence, the need for income, entrepreneurial knowledge, and creative and innovative thinking. At the same time, external factors are family, opportunities, and social media. Therefore, these various supporting factors can be used to support entrepreneurship in the student environment: entrepreneurial knowledge and creative and innovative thinking. At the same time, external factors are family, opportunities, and social media. Therefore, these various supporting factors can be used to support entrepreneurship in the student.

**Keywords:** Entrepreneur, Student and Driving Factor

**PRELIMINARY**

The rapid competition in the world of work today is inversely proportional to the available job opportunities. As a result, the unemployment rate in Indonesia is relatively high. Unemployment is someone who belongs to the force work and has the desire to get a job but still has not got it (Muhdar, 2018). The causes of unemployment include the lack of jobs, lack of expertise, lack of information, and lack of training in soft skills from the government (Franita, 2016).

To overcome the unemployment problem, one of them is entrepreneurship or running the field of entrepreneurship (Asnawi, 2011). At this time, being an entrepreneur is very common because all groups and ages can do it. This is because of the times that make it easier for someone to enter the world of entrepreneurship without capital.

Entrepreneurship is defined as the spirit, attitude, and behavior in a person's ability to handle a business or activity that aims to find, create and apply the latest ways of working, technology, and products with increased efficiency for better services and aims to get greater profits. Meanwhile, Latif's (2017) book says that an entrepreneur is someone who runs a business or company to make a profit and

risk loss. Thus, entrepreneurship becomes a solution to overcome unemployment because a person can work while creating jobs.

Universities have an essential role and have the opportunity to instill the attitude and mentality of being an entrepreneur in students (Widyana et al., 2019). The implementation of the development of entrepreneurial interest in universities in Indonesia can be seen in the existence of entrepreneurship courses in the curriculum with a weight range of 2 to 3 credits (Widyana et al., 2019);(Jumriani et al., 2021). At CollegeCountryLambung Mangkurat University (ULM) also has entrepreneurial students. One of them is the students of the Faculty of Teacher Training and Education (FKIP). The appropriate profession for FKIP students is to become an educator or teacher. However, the fact that in FKIP ULM, there are also entrepreneurial students shows that entrepreneurial activities can be carried out by anyone(Jawahir et al., 2020).

The student's entrepreneurial interest can arouse enthusiasm in taking advantage of an opportunity at its potential. A person's interest does not arise from birth, but some factors can influence it. Research by Santoso & Djoko (2016)regarding the influencing factors, namely the family environment, entrepreneurship education, income expectations, and freedom to work, will impact increasing students' interest in entrepreneurship.

Several researchers have researched entrepreneurial activities among students. Research by Heridiansyah (2022) with the title analysis of the determinants that influence the entrepreneurial interest of STIE Semarang students in the Management Study Program. The study results describe that three aspects influence student interest in entrepreneurship. First, self-efficacy has a positive and significant effect on student entrepreneurial interests. Second, freedom in work has a positive and significant effect on student entrepreneurial interest. Third, risk tolerance positively and significantly affects student entrepreneurial interest.

In contrast to this research, this study aims to identify the factors that encourage teacher students to carry out entrepreneurial activities. Although in general, teacher students are students who learn to become teachers. Therefore, the results of this study are expected to be a pattern for building entrepreneurial interest in students.

## METHOD

This study used qualitative research methods. Qualitative research is carried out to provide knowledge through understanding and findings obtained by researchers in the field. The qualitative research approach is a process of research and understanding that investigates a social phenomenon and human problem in life public. Qualitative research is carried out under original conditions and aims to discover. This study uses qualitative research with a descriptive type because the researcher will draw general conclusions regarding this research and provide results that are as they are. The key instrument in this research is the researcher himself. This is because the researcher will determine the title, and the focus of the research, formulate research problems, select informants in the study, collect data in the research, and analyze data to draw research conclusions (Sugiyono, 2016). The purpose of the study was to describe the factors driving entrepreneurship for students from the Faculty of Teacher Training and Education, Lambung Mangkurat University (FKIP ULM). The informants of this research are the entrepreneurial students of FKIP ULM. The details of the sources are as follows:

Table 1 List of Resource Persons

| No | Name | Study program                                   | Business Name             |
|----|------|---|---------------------------|
| 1  | YAP  | Science Education                               | Lavida Cake<br>Banjarbaru |
| 2  | RF   | Performing Arts Education                       | Zada                      |
| 3  | H    | Counseling Guidance                             | Hamidah Flowers           |
| 4  | LB   | Economic Education                              | Warmindo Rahayu           |
| 5  | PA   | Indonesian Language and Literature<br>Education | Hijab Anamiracle          |
| 6  | RHP  | Economic Education                              | Fashion/Simple.thrift     |
| 7  | MNG  | JOK   | <u>Sportbrand</u>         |
| 8  | VE   | Economic Education                              | Blessing Snack            |
| 9  | M    | Economic Education                              | Cookies                   |
| 10 | YRR  | Social Studies Education                        | Food and fashion          |

Source: Research Data, 2022

The data collection techniques were carried out by observation interviews and documentation, which were techniques in data collection. The data analysis was carried out through several stages, including data reduction, presentation, and conclusion. After the data was analyzed, the validity of the data consisted of the extension of observations, member checks, and triangulation.

## **RESULTS AND DISCUSSION**

Entrepreneurial activity is a form of being able to see opportunities, being able to analyze opportunities, and make decisions to get benefits that are beneficial for themselves and the surrounding environment. Then he continuation of his business before being used by others. Thus, in entrepreneurship, one must take advantage of current opportunities and dare to take risks.

The student's entrepreneurial interest can arouse enthusiasm in taking advantage of an opportunity at its potential. A person's interest does not arise from birth, but some factors can influence it. Research by Santoso & Djoko (2016) regarding the factors that affect the family environment, entrepreneurship education, income expectations, and work freedom will increase students' interest in entrepreneurship (Lasdya et al., 2021).

### **A. Internal Factors**

Internal factors arise within a person, meaning that there is a will of his own that makes students become entrepreneurs. Dar Pujiyanto (2010) said that internal factors arise due to influences from within the individual himself. Based on interviews with FKIP ULM students who are entrepreneurs, the internal factors that affect and become the driving force in entrepreneurial activity are formulated as follows.

#### **1. Independence**

The factors that encourage them to become entrepreneurs, especially, are self-reliance. Independent is an atmosphere where a person is willing and able to realize his own will, which is seen in actual actions to produce something (goods/services) to fulfill the needs of his life and others (Paulina, 2012). Therefore, from the definition of independence, it can be seen that independence is the ability a person shows to fulfill his own needs.

They are taking the initiative to become a more independent person because the material needs of a student are not small. To reduce the burden on parents, students run businesses to earn extra money. In the opinion of H, a student of the Counseling Education Study program as a resource person who said:

*"Initially, I had an interest in entrepreneurship. Since high school, he has been selling cakes. Then at the time of college, I realized my needs as a*

*student. I feel sorry for the parents who endured it all. So I took the initiative to open my own business. Incidentally, I like decorating and decorating, which is why I sell flower bouquets, frames, and other gifts. From there, I get extra money so that I can use my money for needs such as internet quota, makeup, and snacks, Alhamdulillah." (Interview with Hamidah, Wednesday 10 November 2021).*

In line with the above opinion, another resource person, Qimiyatul Rezkia, a student of the Early Childhood Education study program, said that with entrepreneurship, he became more independent (Mutiani, et al., 2022). Independent in managing finances, managing time between lectures, and managing a business, as well as learning and experiencing that making money is not easy. Entrepreneurship can make someone a more independent person in their way.

Entrepreneurship is defined as activities to earn additional income. Thus, entrepreneurial students desire to become more independent to reduce the burden on their parents, given that a student's needs are not small. By running an entrepreneur, they earn extra money and can ease the burden on their parents.

This agrees with Kusuma (2004), who said that through entrepreneurship, individuals become more independent because they will be bolder in making decisions and good at seeing opportunities, have the initiative, and can develop these opportunities to become a business.

## **2. The need for income**

Needs are everything that must be fulfilled for survival, while income is income earned by a person in the form of money or goods (Dar Pujiyanto, 2010). Through entrepreneurship, a person can earn income to meet the needs of life. The desire to earn this income can lead to a person's interest in entrepreneurship.

In line with the results of interviews with entrepreneurial students of FKIP ULM that the need for income is a driving factor in increasing interest in entrepreneurship. One of the opinions student on behalf of YAP from the Science Education study program. In the interview as follows:

*"Earning your income from entrepreneurship is very beneficial for yourself and your parents. I can buy my own needs such as internet quota, makeup, of course reducing the burden on my parents." (Interview with YAP, on 20 November 2021).*

Entrepreneurship can provide income to meet daily needs (Ardista, 2018). Thus, entrepreneurship can reduce economic and social disparities because it can

create its jobs. In addition, the entrepreneur can provide benefits for business actors and the surrounding community.

### **3. Feeling happy**

Feelings have a close relationship with one's personality; thus, one's response to one's feelings for the same thing is not the same from one person to another. Feelings of pleasure in entrepreneurship will be realized with attention, willingness, and satisfaction in entrepreneurship. Feeling pleasure in a field can cause interest in entrepreneurship. This is in line with the results of an interview with YRR as follows:

*"I chose to open a business selling local shoes because I like these local shoes. The goods are good, the price is right, and there are many fans. So, I think we must master the goods we sell to have a sense of pleasure while running this business."*

Suryaningsih's research (2020) shows that feeling happy can significantly influence a person's interest in entrepreneurship. The pleasure of entrepreneurship can encourage an entrepreneur to achieve satisfactory results. This is also in line with the opinion of Yessi Anisa Pratiwi from Science Education because she enjoys cooking and baking cakes; her current business is not a burden. The existence of a feeling of pleasure in entrepreneurship can maximize achieving satisfactory results.

### **4. Entrepreneurial knowledge**

Entrepreneurial knowledge is an individual's ability to create something new through creative and innovative thinking to create valuable and profitable business ideas and opportunities. A person's knowledge of entrepreneurship can be obtained in various ways, ranging from reading entrepreneurship tips, reading a biography of an entrepreneur, and learning entrepreneurship (I. Indriyani & Subowo, 2019).

VE, an economics education student, believes that the existence of entrepreneurship courses can influence increasing students' interest in entrepreneurship. The study programs student-supported entrepreneurship with seminars or entrepreneurship training and entrepreneurial student programs (PMW). High entrepreneurial knowledge will increase one's interest in entrepreneurship because the more knowledge about entrepreneurship, the higher the drive in a person for entrepreneurship (Indriyani et al., 2021).

## **5. Creative and innovative thinking**

Entrepreneurial students feel that they have to be creative and innovative in order to be able to take advantage of opportunities and turn them into profitable businesses. (Mutiani, et al., 2022) Argues that entrepreneurship is a process of creating something new, namely a new creation, and making something different from the existing one, namely innovation. One is LB, an Economic Education Study Program student who runs the "Indomie" shop business. Eatnoodlesinstant is already familiar to all of us. However, with creativity and innovation, this student opened a business, "Warmindo Rahayu Bdj," where she sells Indomie with various toppings. In addition, he also designed a place to eat as attractive as possible by providing free games for visitors. As an interview with LB:

*"Initially inspired by videos on TikTok, people who like very eat indomie at a food stall. Even though we can with easy to make at home. I was inspired to open Warmindo, which is going viral." (Interview with LB, On Monday, 14 November 2021).*

An entrepreneur must be creative and innovative because he must compete in the free market with other entrepreneurs to get customers by producing the best products and what customers want (Ilhami, 2022). Therefore, an entrepreneur must have the ability always to be creative and innovative, and this is because the products they have do not always last long. After all, customers will choose the best products (Hasanah & Ratumbuysang, 2017).

### **B. External Factors**

External factors are things that come from the individual's environment, which can be a support in entrepreneurship. External factors usually come from outside an entrepreneur and can be elements from the surrounding environment (Koranti, 2013). The following are external factors that encourage entrepreneurship for FKIP ULM students.

#### **1. Family**

The environment can be an influence on a person in living life. The personality that a person brings into society cannot be separated from the role of the family. Family is the first school for their children. This term describes that the family is very influential on the development and growth of their children. The family has a significant influence on the stage of personality formation. The family environment

is an external factor that can speed up an entrepreneur's decision-making because the family, especially parents, have a role as a consultant or mentor (I. Indriyani & Subowo, 2019).

Based on interviews with informants, the reason he became an entrepreneur could not be separated from the role of his family, especially his parents. For example, NF, a student of the Elementary School Teacher Education Study Program, expressed her opinion as follows:

*"I am interested in becoming an entrepreneur, regardless of family conditions. My parents are traders, and I have often joined my parents in selling in the market since I was little. So no shop. My parents go to the markets which are open on certain days. When I started to understand that our needs were getting bigger and bigger, my interest in becoming an entrepreneur arose so that I could help my parents even a little". (Interview with NF on Saturday, 13 November 2021).*

The opinion of another resource person, MNG, a student of the Physical Education study program, said that the family has a significant role in the process of starting entrepreneurial activities. His family background is not that of a businessman or trader, but he has full support in becoming an entrepreneurial student. His family did not doubt his interest in entrepreneurship, even while studying.

Entrepreneurial interest will be formed if the family positively influences these interests because the attitudes and activities of fellow family members influence each other both directly and indirectly. (Kurniawan et al., 2016) They stated that family relationship problems could be seen in parents, work, and social status.

## **2. Opportunity**

Opportunity is a person's opportunity to do what he wants or become his hope. An area that provides business opportunities will generate interest in someone to take advantage of these opportunities. Opportunities can come from inspiration, idea, or opportunity that appears to be used for the benefit of someone either in everyday life or in business. Opportunity in English is an opportunity which means one or several opportunities that arise from a "moment" event (Mutiani et al., 2021).

Hamidah, a Counseling Guidance Student, said that an entrepreneur must see and take advantage of current opportunities. If you have this ability, then running a

business will be easier. However, even if we, as entrepreneurs, can see opportunities, we can maintain or expand our business in any situation.

*"Being an entrepreneur must be able to see opportunities. I decided to run a handicraft business as a bouquet gift because I saw an opportunity at this time where there were many unique bouquet enthusiasts. In the past, there was only a bouquet of live flowers. However, creativity and innovation can now make bouquets of anything. For example, money, dolls, snacks, and even hijab can be made into a beautiful bouquet. So far, I have made various types of bouquets. Recently, I issued a new type of gift, namely a three-dimensional frame". (interview with H on Wednesday, 10 November 2021).*

Suryana (2011) says that if there is a solution, there is an opportunity; otherwise, there is no solution, and there will be no opportunity. Opportunities exist if we create opportunities ourselves, not looking for or waiting for opportunities to come to us. So the origin of the opportunity is an opportunity that occurs and develops into an inspiration (idea) for someone. There are many golden opportunities, but they are not necessarily suitable for you because the right golden opportunity contains harmony, harmony, and harmony between who I am, what business I am in, what market, conditions, situation, and market behavior so that I can find the right opportunities (Putri et al., 2021).

Golden opportunities are often short-term or just momentum. This makes businesses often age-old because the golden opportunity is only momentum. The right opportunities that make it successful are industrial-scale opportunities that can grow big.

### **3. Social media**

At this time, the progress of technology can be seen, that its development is very rapid. Almost all daily activities use technology to be more efficient and practical. In entrepreneurship, students are also facilitated by the presence of technology, namely social media. Especially in terms of promotion. They do not need a physical store that has to sit and wait for customers to come. Social media allows them to open an online store and transact anywhere and anytime.

Resource person PA, a student of the Indonesian Language and Literature Education Study Program who has a business selling hijabs, is greatly helped by current technological advances. Thus, he does not need to rent or buy a shop to sell. Through social media, he can promote the hijab he sells. YAP, a Science Education

study program student, has a birthday cake business. He has been running this business since he was in the 2nd grade of high school. Hobby in the field of cakes, he used to open a business in that field. At the beginning of a business, the customers were only friends and people around him because of the limited promotional media. However, now the market is getting wider because of social media. He said that since creating an Instagram account to promote the cakes he sells, more and more people are buying and ordering cakes from him. He feels that his business is getting known because of social media (Putro et al., 2021)

According to Philip Kotler and Kevin Keller (2012), social media is a means for consumers to share text, image, audio, and video information with each other and companies and vice versa. The role of social media is increasingly recognized in boosting business performance. Social media allows small businesses to change how they communicate, market products and services, and interact with customers to build good relationships.

Social media provides a breakthrough to change the mindset of the Faculty of Teacher Training and Education at Lambung Mangkurat University students to become entrepreneurs who can narrow the risk of failure and make it easier to promote goods more widely at low costs. To become successful entrepreneurs, students must be able to expand a vast network to better communicate with others (Herman Ardiansyah, 2017) by using the internet. Due to the increasingly recognized role of social media in boosting performance in the business world.

## **CONCLUSION**

Factors driving FKIP students at Lambung Mangkurat University's entrepreneurship activities consist of two factors, namely internal and external. Internal factors arise within a person, meaning that there is a will of his own that makes students become entrepreneurs. While *Factorexternalis* something that comes from a unique environment where it can be a support in entrepreneurship. Internal factors that encourage students in entrepreneurship are independence, the need for income, feelings of pleasure, entrepreneurial knowledge, creativity, and innovation. Meanwhile, external factors that encourage students to become

entrepreneurs are family, opportunities, and social media. Thus, the campus can shade and accommodate students in entrepreneurship.

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